

## CFP

## 1994 - 1995 CORPORATE FREQUENCY PROGRAM

	NATIONAL or Full-Run NRN (National Retail Network)	Parade A, 50% of Circulation or Zone	7.5 Million and less than 50% of Circulation	4 Million and under 7.5 Million	Back Cover
CFP Discount	40%	35%	30%	15%	25%

Requirements:

1. Corporation (advertiser) must run at least two ads during any consecutive 52-week period to earn the CFP discount.
2. Minimum ad size unit is 2/5 page.
3. Minimum circulation is four million. (Buys of State of California or New York DMA also eligible for 15 percent discount.)
4. Booklets and SuperKings contribute to, but do not earn, CFP discounts.
5. Ansercards neither earn, nor contribute to, CFP discounts.
6. Advertisers may combine two or more ads and each will receive appropriate discounts based upon circulation purchased. (For example, a national King would receive a 40 percent discount, and a Parade A Queen would earn a 35 percent discount.) However, ads in the 4.0 - 7.5 million circulation category do not contribute to discounts in the 7.5 million plus category.
- 7a. Advertisers running at least two ads under the CFP plan in one calendar or fiscal year will receive a 20 percent guaranteed Planning Discount for the following year on ads of 7.5 million or more circulation (and 15 percent on buys of 4 million or more circulation).
- 7b. Advertisers running at least six ads under the CFP plan in one calendar or fiscal year will receive a guaranteed Planning Discount for the following year: 40 percent on National, Full-Run National Retail Network or Beverage Alcohol Network ads; 35 percent on Parade A, 50 percent of national circulation, or Zone ads; 30 percent on 7.5 million circulation ads; 25 percent on Back Cover ads; and 15 percent on 4 million circulation ads.